the PULSATOR

MISSOURI'S ALL-BREEDS MAGAZINE Fall 2026



Alfalfa Establishment:
Tim Schnakenberg

New World Screwworm:
John Tyra

744HO18212 HAVEITALL ACTL ROYAL-RED-ET I A2A2 / BB I DMS: 126,123

ROYAL-RED

ACETYLENE-RED x Duckett **Ranger** 1133-ET (VG-89-EX-MS) x S-S-I **DOC** Have Not 8784-ET (EX-96-EX-MS-DOM)



+2.67 TYPE
+1.84 UDC
+695 Milk
+60 CFP
1.6% SCE
2.87 SCS

L: Duckett Ranger 1133-ET (VG-89-EX-MS), dam of ROYAL-RED, Herges photo
R: ROYAL-RED, Jordan photo

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Vol. 57, No 4- 2026

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November 20

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ON THE COVER

Karla Deaver showing Fallenleaf Gravity Princess Vespa, 1st Winter Calf and Junior Champion, Missouri State Fair Open Jersey Show. The Missouri State Fair is a decades long fall tradition for many farm families in Missouri. Kenny and Karla are featured with others, on page 16.

CALENDAR

OCTOBER

Sept 29 – Oct 2 World Dairy Expo
Sept 30 - Oct 2 Women in Dairy Road trip to WDE

NOVEMBER

1 Missouri Dairy Hall and Missouri Holstein Distinguished Service Award nominations due
2-9 North American Livestock Show
11 Women in Dairy – Farm Succession Planning
16 South Central District Meeting, Noon
16 Southeast District Meeting, Evening
17 Northeast Central District Meeting, Noon
18 West Central District Meeting, Noon
19 Southwest District Meeting, Noon
20 Winter Pulsator ad deadline

DECEMBER

5 Holstein Jr Award Application deadline
9 Women in Dairy – Holiday Craft & '27 Planning

JANUARY

5 Cow of the Year ballots Due
23-24 State Holstein Convention & MO Dairy Expo, Oasis Hotel, Springfield, MO

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Missouri Dairy is proud to represent Missouri's dairy farmers and advocate for the future of our industry at every level.

From the Missouri State Fair to the halls of Washington, D.C., we are working to build relationships, share the story of dairy, and make sure the voices of Missouri dairy producers are heard.

And, of course, the Missouri State Fair gave us another opportunity to showcase the people and passion behind Missouri dairy. The Cow Milking Contest brought great participation and enthusiasm, helping connect fairgoers with an important part of Missouri agriculture.

Missouri Dairy is Working for You.

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From the farm to the State Fair to Washington, D.C., Missouri Dairy is committed to promoting Missouri dairy farmers and strengthening the future of our industry.

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We want you to be a part or Missouri Dairy. Please reach out if you have any questions or concerns.

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Top to Bottom: State associations visiting with USDA undersecretary Richard Fordyce in Washington DC, Missouri State Treasurer Vivek Malek takes the cow milking contest seriously, Governor Mike Kehoe watches the cow milking contest as Reagan measures and Alfred records the results, Attorney General Cathrine Hanaway met with us to discuss Dairy issues, United States Senator Eric Schmitt having some fun with the Moreland crew, Some of the participants pose with the winner, Danny Busick, State Representative from the 162nd in Northeast Missouri

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10 Steps Toward Successful Alfalfa Establishment

Tim Schnakenberg, Field Specialist in Agronomy, Galena, Missouri

Alfalfa represents some of the most high-quality forage we can grow in Missouri for dairy cows. It all begins with a strong alfalfa stand and all the components of a strong stand must line up well to be successful. Here are ten essential steps and considerations a producer should take before and after the seed is placed in the ground.

1.Decide if you are up to the challenge.
Raising quality alfalfa is both time-consuming and expensive but the return can be rewarding. Ask yourself these questions before making your decision: a) Do I really need to make my own hay or is purchasing good dairy hay cheaper? b) Do I need a solid stand or a grass mix for my dairy herd? c) Have I gotten the ground in shape for alfalfa in advance? d) Do I have adequate equipment and time to harvest hay four or five times per year? e) Am I willing to fertilize heavy and often?

2. Select a site suitable for alfalfa
Missouri alfalfa producers should seek at least five years of consistently good yields from stands they establish. To reach this goal it should be established on well-drained fertile soils. Pass over fields that have hard pans, excessive rocks, potential for erosion and poor drainage. Avoid bottom fields with poor drainage. Upland fields can grow good alfalfa though with sometimes a shorter life span. Alfalfa should only be planted on fields that have good fertile conditions by the time establishment occurs. Due to autotoxicity issues, do not thicken up a stand by planting new alfalfa into an old alfalfa stand. The old stand should first be killed for at least one year.

3. Apply fertilizer and lime based on soil test recommendations
Alfalfa is a heavy user of plant nutrients, particularly potash. A soil test several months prior to establishment is important. It should have a pH in the field of 6.5-7.0 and high phosphorus and potassium levels at the time of establishment. A good phosphorus level will aid in developing young seedlings. Allow 6 months to a year to adjust the pH in a field. This adjustment is slow particularly in no-till fields. Though boron is an essential element for growing alfalfa it should not be used the year of establishment due to toxicity to seedlings. It will be important to maintain high nutrient levels throughout the life of the stand. Don't just depend on dairy manure. You most likely will need to buy potash fertilizer to keep up with nutrient requirements.

4. Seed alfalfa at optimum times of the year
Traditionally late summer has been a popular time to establish alfalfa. The reasoning was to provide six months of growing time prior to tough growing conditions next spring. The best time for late summer seedlings is late August through mid September. More recently spring seedings have gained interest to avoid sclerotinia crown and stem rot and have worked well for weed control if glyphosate-resistant varieties are used. The best time to plant alfalfa in the spring is late March through early April. No-tilling is the preferred approach to spring establishment.

5. Choose the right seeding method, rate and seed depth for your conditions
No-till alfalfa has gained considerable interest in Missouri. Clean seedbeds can still be appropriate for level fields free of large rocks where herbicides will be used. In this case rolling the field before and after seeding with a roller is highly recommended. For many Missouri conditions a no-till approach is suggested. It will maintain moisture longer in the seedbed and prevent some weed-seed germination. Regardless of planting method, the seed should be planted no deeper than ¼" deep. Plant 13-15 lbs PLS of inoculated seed per acre if seeking a pure stand. Be aware that much of today's coated seed is 65% pure live seed (PLS). Orchardgrass can be a good companion for certain needs but will shorten the alfalfa stand life. If planting a mixed stand, sow 5 lbs orchardgrass and about 12 lbs PLS alfalfa. If concerned about orchardgrass competing with young alfalfa, orchardgrass can also be no-tilled in at a later date once a good stand is made. Nurse crops are not always recommended for alfalfa due to their competition to the stand. They are acceptable if sowing on an erosive soil and clean tillage is used.

6.Kill the existing vegetation prior to no-tilling seed
Competition must be eliminated prior to no-till establishment. If fescue is in the field a spray-smother-spray approach is recommended. For spring established stands this involves a glyphosate spray (at least 2 qt/A (41% glyphosate) in 10 gal water) in the fall when fescue has at least 6" regrowth and is actively growing. A smother crop such as wheat or rye can be planted. A second spray will be needed in March prior to no-tilling. An even better approach is to start the previous spring and plant a summer smother crop such as sorghum sudan.

7. Use an insecticide for fall alfalfa no-till establishment
Fall establishment into killed residue sometimes risks seedling damage from crickets. An insecticide treatment is recommended at the time of planting to avoid this problem.

8. Use proven inoculated seed
There are many varieties on the market today and the turnover of varieties available is fast. This has created difficulty in evaluating in test plots the latest varieties that hit the market. Make sure the companies providing the seed can present you with yield data in conditions similar to your area. Ask local producers, company representatives, dealers and Extension specialists about varieties that have worked well in the area. Choose certified varieties that are high yielding, winter hardy and resistant to bacterial wilt and phytophthora root rot and is designed for the use you will need it for. Inoculation is very important to ensure that Rhizobium bacteria is present to fix nitrogen for the plant.

Roundup Ready alfalfa may be a good option and results in less competition in the establishment year. Reduced-lignin varieties are growing in popularity to lower lignin in the plant, increasing quality and maintaining quality if harvests are unable to be made on schedule.

9. Control early weed infestations
Perennial and biennial weeds will persist in stands if not controlled before establishment. Weeds growing during the first 60 days are the most destructive. Glyphosate-tolerant varieties are one of the easiest and cheapest options for good weed control. For clean-tilled seedbeds Eptam can be used for grasses and small seeded broadleaves but must be incorporated. Postemergence products such as Poast, Poast Plus, Select, Pursuit, Raptor, Velpar, Prowl H2O, Chateau, Warrant, Beyond Xtra and 2,4-DB are available for all pure stands. Follow labels precisely! Grass-legume mixes have few chemical options.

10. Make sure you have an acceptable stand
The plant population will be as good as it will ever get during the first season. At four weeks after planting a stand count of 25-30 seedlings per square foot is considered a good full stand. After the first growing season the plant population may be closer to ten plants per square foot.

Reach out to your regional University of Missouri Extension Field Specialist in Agronomy if you need some more assistance in how to be successful growing alfalfa. We have seen fields last anywhere from one year to fifteen years in Missouri.
Pre-planning and sound annual management makes all the difference in stand longevity.





IMPACTFUL FROM THE START

Ashton was born an amazing calf, excelled as a heifer and young cow and her progeny continues to impress!



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Cow of the Year Nomination

C of O Beemer Ashton-ET EX-92
4-01 2x 305 31,289 3.3 1033 3.1 967
5-04 2x 367 27,712 3.2 892 3.0 832
1st place fall heifer at the 2018 Missouri State Fair
1st place produce of Dam 2018 Ozark Empire Fair

Missouri 2026 Cow of the Year







Ashton's Progeny Excels:
- First two lactating daughters made the very good 2-Year-Old Holstein USA list
- C-of-O Master Anthem, 2nd Place Fall Calf - 2025 Missouri State Fair and OEF
- C-of-O Warrior Appache VG-86@ 2-Yr had an amazing 2022:
  -1st place senior 2 year old at 4 different shows:
  OEF, MO State Fair, Tulsa State fair & AR State Fair
- C-of-O Master Accolade-ET
  -2nd Fall Calf OEF, 3rd Fall Calf MO State Fair

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RED Barn RANCH

• HARRISONVILLE, MISSOURI •



Red Barn Ranch Welcomes Holstein Field Day

by Emma Parrigon

Missouri Holstein members gathered in Harrisonville on June 30th for an engaging and educational Field Day hosted at Red Barn Ranch, the agritourism operation owned by the Moreland family. The event offered a firsthand look at how one dairy-rooted family transformed their farm into a thriving destination that now welcomes thousands of visitors each year. For many attendees, the day served not only as a fun summer outing, but also as a meaningful example of how farms can adapt, diversify, and continue serving their communities in an ever- changing agricultural landscape.

Owner Matt Moreland grew up immersed in dairy farming at Moreland Farms, home to Char-Land Holsteins. Agriculture was woven into every part of his childhood, shaped by the work ethic and traditions of his family. Like many farm families, the Morelands faced the realities of shifting markets, rising costs, and the challenge of keeping a farm sustainable for the next generation. In 2012, Matt purchased the 102-acre property that would become Red Barn Ranch, not knowing that the decision would eventually lead him down an entirely new path in agriculture.







The ranch's beginnings were humble and, in many ways, accidental. After attending a conference where someone mentioned that "there's money in pumpkins," Matt planted 18,000 pounds of pumpkins with hopes of selling wholesale. When that plan fell through due to existing supplier agreements, he posted on Facebook offering pumpkins directly to the public. Overnight, his page gained more than 1,000 followers, and his first customer drove two hours to buy pumpkins that were weighed on a bathroom scale for 30 cents a pound. It was a moment that showed Matt the power of community interest and the potential of agritourism.

Visitors expected activities, like any pumpkin patch, so Matt improvised. Within a week, he built a hay maze using mulch, hay bales, and a slide. That simple addition sparked the creativity that would shape the ranch's future. From there, Red Barn Ranch grew steadily, welcoming around 250 guests in 2013 and now up to 2,000 visitors per Saturday during peak seasons. The growth did not come without challenges. Matt faced trial and error, financial risk, and the constant pressure of creating something new each year to keep families returning. He listened closely to visitors, asking what they wanted to see next, and used their feedback to guide each addition. Some ideas succeeded immediately; others, like strawberries, failed spectacularly. Including the time Holstein steers escaped and ate/laid on all 28,000 strawberry plants. Yet every setback became part of the ranch's story and a reminder that innovation often comes with unpredictability.

Today, Red Barn Ranch hosts sunflower festivals, corn mazes, pumpkin patches, Christmas tree sales, and a wide range of family friendly attractions. New additions in the near future will continue to expand the operation, including a haunted house, axe throwing, a brewery, an Airbnb, and the ranch's first 5K run. Education remains central to the mission, with multiple field trips where children learn through hands on agricultural experiences. Alongside the ranch is a Farm school, operated by Matt's cousin Leslie Culpepper. She teaches children ages two to six through outdoor learning, chores, creek exploration, and animal care. Their Farm school has waitlists with kids all the way out to being just born. The school reflects the same philosophy that guides the ranch, letting kids learn by doing, getting dirty, and experiencing agriculture in a way that feels real.

Throughout Field Day, Missouri Holstein members explored the ranch's attractions and learned about agritourism's potential within dairy operations. They toured the Sunflower Festival grounds, saw farm equipment repurposed into creative attractions, and gained insight into business models that support diversification. The Moreland family served a pulled-pork lunch paired with homemade desserts, and guests enjoyed everything from giant slides and goat feeding to cornhole, corn pits, and scenic walking trails. One of the most memorable experiences was riding the "Poop Shooter," a manure spreader transformed into a target shooting ride that perfectly captures the ranch's blend of humor, creativity, and farm-based fun. Members left with a deep understanding of how Red Barn Ranch has built a loyal customer base by listening to visitors, adding new attractions annually, and maintaining strict safety standards through regular inspections.

The Moreland family's story demonstrates how creativity, adaptability, and commitment to agricultural education can reshape a farm's future. Their journey mirrors the reality many dairy families face today. This includes finding new ways to connect with the public, generating additional income, and preserving the legacy of their farms. Red Barn Ranch shows that diversification does not mean abandoning tradition; instead, it can be a way to strengthen it. By opening their gates to thousands of families each year, the Morelands are helping bridge the gap between consumers and agriculture, offering experiences that spark curiosity, build trust, and celebrate the importance of farming.

Missouri Holstein Field Day offered members a valuable look at how agritourism can complement dairy operations, strengthen community connections, provide financial stability, and share agriculture's story with families who might otherwise never experience it. Red Barn Ranch stands as a reminder that with imagination, resilience, and a willingness to try something new, a farm can grow into something that not only survives but thrives and continues to make an impact for generations to come.

MISSOURI HOLSTEIN ASSOCIATION

VOTE FOR COW OF THE YEAR - MAIL IN YOUR BALLOT BELOW!

2026 MISSOURI COW OF THE YEAR CONTEST

OFFICIAL VOTING BALLOT

Voting Deadline: Saturday, January 5, 2027

NOMINEES FOUND IN PULSATOR

(Indicates issue nominated) Vote for only one

- ☐ C-OF-O BEEMER ASHTON, College of the Ozarks (Fall Pulsator, pg. 9)
- ☐ ST-MIL LONNIE AUGIE, St-Mil Farm (Fall Midwest, pg.40)
- ☐ WRIGHTVALE SUMMERFEST PADMA, Wrightvale Farms (Fall Midwest, pg.16)

Print Name Legibly & Birthday *(Jr. Member only)* **Signature**

Any unsigned or unlegible ballots will not be counted. You may make copies of this ballot.

Online voting link and Ballots can be found on website, Winter Pulsator, and Facebook page

VOTE ONLINE OR MAIL BY JAN. 5

Missouri Holstein Association, 11449 Lawrence 2220, Verona, MO 65769

WE WANT YOU

State District Meetings

Mark your calendar below with the date. This is a great time of fellowship & to receive district, state, junior, and national information. ***Please attend!***

Monday, Nov. 16
Noon: SC District Meeting
Monday, Nov. 16
Evening: SE District Meeting
Tuesday, Nov. 17
Noon: NE Central District Meeting
Wednesday, Nov. 18
Noon: WC District Meeting
Thursday, Nov. 19
Noon: SW District Meeting

MO Holstein Distinguished Service Award

DUE NOVEMBER 1!

The Distinguished Service Award is bestowed upon a current or former member who has rendered outstanding and unselfish service for many years and thereby has made a notable contribution to the advancement of the Holstein breed in Missouri. Nominee may be a living or deceased member and will be selected by an anonymous panel appointed by the president. Nomination forms available by emailing jwright@missouriholstein.com and accompanied by one letter of support.

Missouri Dairy Hall of Honors

Missouri Dairy Hall of Honors Nominations Due!

DUE NOVEMBER 1, 2026

For more information contact:
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THE NEW WORLD SCREWWORM

An Old Disease, a New Outbreak.
The current buzz in the cattle industry is the reemergence of New World Screwworms (NWS) in Texas and New Mexico. At the time of this writing there have been 45 confirmed cases of NWS infestations in livestock in Texas and a single case in a dog in New Mexico. The first reported case was confirmed on June 3, 2026, in a two-week-old calf in Zavala County Texas. Following 60 years of eradication efforts the parasite has officially reared its ugly head once again.

New World Screworms are larvae (maggots) of the fly Cochliomyia hominivorax. NWS flies lay eggs in open wounds or orifices of warm-blooded animals. Once the eggs hatch the larva then burrow, or screw, into living tissue with their sharp, hooked mouth pieces. This causes the wound to enlarge further causing serious damage and potentially leading to the death of the infested animal. Multiple fly species can cause myiasis (maggot infested wounds), but unlike the NWS these species all affect dead (necrotic) tissue. The only way to confirm NWS infestations versus that of other maggot infestations is to collect samples and send them for identification by trained evaluators. NWS larvae have a series of backward spines around a tapered body, giving a screw-like appearance to the pest.

According to the USDA, NWS was eradicated from the United States since 1966. There have been minor incursions in Texas in the 1970s and again in 2016 in Key Deer in the Florida Keys. Prior to its eradication, NWS existed in tropical and subtropical regions with endemic populations surviving winters in southern Florida, Texas, California and Arizona. Warm months extended the fly's territory into the central states (i.e. Missouri) and as far north as the Canadian border during exceptionally warm summers. For hundreds of years livestock producers fought against the deadly parasite by selectively breeding to calve and perform other management processes in colder months when the flies were less active. Defensive measures included applying larvicidal chemicals to the navels and open wounds as well as diligently observing animals daily to ensure infestation had not occurred. These management efforts were very successful, but the real game changer came with the discovery of a reproductive quirk of the female NWS fly. The female NWS fly only mates once in her lifetime. Thus, USDA entomologists Edward Knipling and Raymond Bushland developed a method to produce sterile male flies. Field trials on the island of Curacao eradicated NWS in seven weeks proving the efficacy of sterile male release efforts.

Sterile male release has been the cornerstone of NWS control since the 1960s. Eradication efforts have continuously pushed south to Panama when the country was deemed free of NWS in 2006. A Panamanian outbreak in 2023 began pushing the fly northward again, reaching Mexico in 2024. Efforts to control the parasite have hit numerous roadblocks along the way including interruptions in sterile fly production exacerbated during the COVID-19 pandemic and continued illegal cattle imports into Mexico from Central America.

Live cattle trade between the United States and Mexico was initially halted in November 2024. Several reopenings of the border have been planned with the most recent report planning for a staged reopening to begin August 24, 2026 in Douglas, Arizona providing Mexico continues to meet the agreed upon action plan laid out by the USDA. Importantly, every animal entering through the USDA approved ports must be inspected on both the U.S and Mexico sides prior to reaching their destination. Many of these control measures have been in place since the 1970s and have proven successful at controlling introduction of NWS into the United States.

Importation of Mexican cattle into southern plains feedlots has been critical to the success of these feeding operations for decades. Mexican cattle also tend to be cheaper and of lesser quality than native cattle mainly going to ground beef production and fewer primal cuts (i.e. steaks). Spirited debate can be had about whether opening the border will be good for cattle producers and the public as a whole. Out of necessity, Mexican cattle producers have begun developing feeding operations and increased slaughter production to compensate for the excess number of cattle remaining in the country. Consider this, importing cheaper boxed beef from Mexico instead of live cattle will have effects downstream in crop production, slaughter plant employment and feedlot profitability.

You may ask, "what does any of this mean to me as dairy producer?" Well, I believe we all want every animal that is no longer milking profitably to be converted to beef production, plus the increasing beef-on-dairy production and tightening dairy margins has every dairy producer looking for ways to maintain cash flow. Remaining diligent and observing all animals daily to check for signs of infection/infestation will continue to be a key control point for control of NWS on your individual farms to limit losses in the event NWS reaches your operation. Thankfully, there are multiple approved drugs to treat animals if infestation does occur. Consult your herd health veterinarian to discuss appropriate treatment options for your operation.

Hopefully all remains well on your end of the barn.

John Tyra
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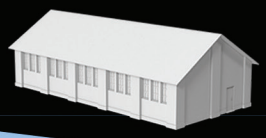

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MISSOURI HOLSTEIN JUNIORS

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Application Deadline: Dec 5, 2026

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Applications on website or contact Bailey Keltner: bskeltner@gmail.com



Top seniors: Colton Kleiboeker, Lexi Angelo, Lily Bluel, Jesse Davis, Addie Thomas, Hannah Sivils, Faith Ling, Emma Schrock, Reagan James



Top Intermediates, left to right: Harper VanZyverden, Emma Coleman, Lucy Day, Nora Penn, Brantley Keltner, Chase Eilenstine, Madison Day, Jami Diehl, Jaycee Burk, Raelynn Galbraith, Amelia Ling



Top Juniors, left to right: Addilyn Keltner, Aaron Ling, Cooper Burk, Cooper Diehl, Kimber Wilson, Booker Boatright, JD Sivils, Beau Brooks, Paisley Galbraith

4-H JUDGING CONTEST

Senior Division
1. Colton Kleiboeker
2. Lexi Angelo
3. Lily Bluel
4. Jesse Davis
5. Addie Thomas

Intermediate division
1. Harper VanZyverden
2. Emma Coleman
3. Lucy Day
4. Nora Penn
5. Brantley Keltner

Junior Division
1. Addilyn Keltner
2. Aaron Ling
3. Cooper Burk
4. Cooper Diehl
5. Kimber Wilson

HOLSTEINS IN PARADISE 2026 NATIONAL HOLSTEIN CONVENTION ORLANDO, FLORIDA







Delegates: Janice Perry, Kate Geppert, Bruce Tencleve (AR), Jason Ewing-Holstein USA, Ryan Bilyeu (not pictured)

Congratulations to Sophie Geppert on placing 1st in the Sr. Prepared Public Speaking with her speech ***International Dairy*** and being elected to the National Junior Advisory committee Region 4.

JUNIORS AT GUERNSEY NATIONAL CONVENTION



Jesse Davis
Janice Keene Award for youth Participation at National Guernsey Convention
Award to aid a Guernsey youth to traveling and participating in the the National Guernsey Convention.



Cobie Kleiboeker
1st Place Prepared Public Speaking Junior Division American Guernsey Youth Association

Speech Title:
Artificial Intelligence and its Relationship to the Dairy Industry

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Welcome to the Missouri State Fair

The first Missouri State Fair was held in September of 1901. Since then, the fair has grown to be a staple event of the year for many families in Missouri. Exhibitors have come and gone throughout the years, but several have remained as a steady face when walking through the barns. While dairy operations have left, changed, and shifted directions, one thing remains certain, the passion and love that the exhibitors have for their animals, their families, and the tradition of attending the state fair every year has stayed the same. While not everyone still milks on a dairy, thanks to community and family, many are able to overcome obstacles and still raise and exhibit cattle each year. Today, we look at many of those familiar faces we see each year and watch how younger generations are stepping up and continuing each of their family's traditions of attending the Missouri State Fair to show dairy cattle. Make sure to continue supporting these families as well as the up-and-coming new exhibitors that create their space in the barn each year. Support can be sponsoring a class, helping a local 4-H kid get started, or just simply attend and watch the show.



Perrydale

Robert and Janice Perry
Years Exhibited: 63 Years
Favorite Memory: In 2001, the WHOLE family came to the fair to receive the show dedication award. It was great having everyone there and all in one picture. Used to attend the state fair with just racks on a pick-up truck, only hauling 1-2 cattle at a time to get them to the fair.



Char-Land/Moreland Farms

Years Exhibited: 1950's to present (5 generations)
Breeds: Originally Holsteins, but in the past 10 years the grandkids have shown every dairy breed except for milking shorthorns.
Names: 5 generations of showmen! Les (LC), Charles, Jay Moreland and his 4 kids and 9 grandkids: Melody (Moreland) Dickerson; Adeline, Gretchen and Charley Dickerson. Kelly (Moreland) Melzer; Case, Molly and David Melzer. Jayme Moreland, Leslie (Moreland) Culpepper; Calvin, Bowen and Hattie Culpepper. Mike Moreland and his 4 boys: Matt, Taylor, Austin and Blake Moreland. Sherri (Moreland) Peters and her 2 kids Karlin (Peters) McKnight and Jacob Peters.
Farm: The dairy started as HO-MO Farms by Les Moreland in the 1950's. (First generation). Charles took over in 1966 after a total herd dispersal and it became Char-Land farms. (2nd generation). After Charles' death in 1996 the farm transitioned to Moreland farms, where they continued to milk until they sold out in 2018. (3rd generation). 2018-present, Les's great grandkids continue the tradition by purchasing and breeding show calves as 4-H and FFA projects and showing at local and state fairs. (4th and 5th generation).
Favorite memory: Most recent favorite memory was when all 9 of Jay and Brenda Moreland's grandkids showed in the 4-H and FFA show at the 2026 MO state fair. This is a testament to the many generations of Moreland's that have passed down the love of the dairy industry.



Fulp Sisters: Shelia Groves, Karla Grimm, Tami Fulp, Angela Bos

Karla's Family: Kristy and Billie Sivils, Hanna and JD; Jeff and Amanda Grimm, Garrett, Kelsie and James Hammonds, Colson; Ashley and Carl Myers, Wesley and Hunter. Angela's Family: Stephanie and Trent Miller, Nolan, Camden, and Larsyn. Sheila's Family: Sheila and Todd Groves, Brittany and Dallas Whitehill and Emma and Chloe, Grant Groves and future wife Naomi, Bailey Groves.
Years Exhibited: 51
Holstein, Brown Swiss, Jersey, Ayrshire
Farm: Tami Fulp and Karla & Jim Grimm & family farmed with parents, Gary and Sue Fulp until retirement in 2019. Sheila & Todd Groves & family own and operate Groves View Dairy. Angela & Alby Bos had Timberline Farms from 1991-2006.
Favorite Memory: Our best memories are of my dad, Gary Fulp, taking us to the MO State Fair to exhibit our cattle. We also have fond memories of the friendships we made with neighbors and other breeders. The proud tradition continues on through the children and grandchildren.



Dar J Livestock

Doug and Judy Thomas, James DeFreece, Annie, Charlee, Cason, and Josie Spriggs
Years Exhibiting: Over 50
Breeds: Brown Swiss and Jersey
Favorite Memory: Doug was sleeping in a recliner at the stalls and friends (including Leroy) made him an information sign just like the cattle have and hung it over his head while he slept. The sign included a lot of info about Doug and got a lot of laughs!



Wrightvale Steele & King

Larry, Jodi, Lora & Blake Wright
Partners: Rick King, Doug Lowe, John Hanafin & Sammi Justice
Years Exhibited: 53 years
Partner with Steele & King, Rick King: Exhibited 60 years
Breeds: Holstein
Farm: George and Betty Wright operated their dairy in Clever for over 50 years. Larry moved to Verona in 2013, where he and Jodi now milk 70 head. Rick King was active in his family's farm, S&K Holsteins of Butler, until its dispersal. He now owns cattle in partnership with Wrightvale.
Favorite Memory:
Some of my fondest State Fair memories are from the 1980s and '90s, when my partner, David Brown, brought his Canadian show string to Missouri. We combined the Missouri and Canadian cattle, with the State Fair serving as the launching point

for the fall show season. Several Grand Champions came from those strings, and Missouri breeders had the opportunity to see cattle that went on to win at Expo and the Royal. Of course, getting them to and from Canada often came with its share of logistical challenges.



Fallenleaf

Karla and Kenny Deaver
Years Exhibiting: 44 Years
Breeds: Jerseys for last 26 years, Holsteins before that
They Milk about 10 Jerseys and sell raw milk to neighbors
Favorite Memory: When Karla was exhibiting as a Junior, her main competitor was Rhonda Purdom. They found that whoever entered the ring first that year just happened to win the class as well. So as the show progressed, they would switch animals and/or change the order each time going back and forth with who would win. This "friendly competition" brought a ton of laughs!



Mi-Wil

Tina Wilson, Rich Morgan, Shannon, Jared, Colton and Cobie KIeiboeker, Scott, Jenna, Kason, Kimber, and Eli Wilson, Kim, Brandon, and Brynn Grewe and Patrick Ball
Years Exhibiting: Over 40 years
Breeds: Holstein, Jersey, Guernsey, Brown Swiss, Milking Shorthorn, and Ayrshire
Farm at home: Shifted from milking in MO about 7 years ago. Raise show heifers for kids in MO, then they later calve in and are milked in Wisconsin with family.
Favorite Memory: In 2024 they brought 30 head to show. It was a celebration of Mike's last year with them and they had everyone that had stalled with them in years past to help, along with help and animals from their "northern show family." So much fun was had celebrating the "legacy" that Mike created, in and out of the show ring.



ST-Mill Farm

Years Exhibiting: 40 years beginning with John and Dawna Miller, Stephanie-24 years together-10
Breeds: Brown Swiss and Holsteins
Current Exhibitors: John and Dawna, Trent, Stephanie, Nolan, Camden, and now Larsyn Miller
Farm at home: Yes, we still actively milk around 30 head.
Favorite Memory: Stephanie's favorite: My favorite memories are when Trent and I's bred and owned, dam/daughter duo won grand and reserve grand in 2025 and then again in 2026 and our heifer Alani winning supreme junior champion of the junior show in 2026. One other favorite memory was when my family's cow Timberline Jetway Toni won supreme in 1999.
Trent's favorite: In 2008, the flatbarn crew hung out late at night around the milk barn and someone let the racing pigs loose. More recently our cow GF Thunder Arubas Aloha winning Grand Champion the same year we won Herdsman.



Ridge View Farm

Mike, Jennie, Clayton, Chezny and Tyson Droste, Shaelyn and Chuck Scoon,Ronald and Charlie Jackson
Years Exhibited: 40 years
Many of the first half of the years as Scoon Dairy
Breeds: Ayrshire, Milking Shorthorn, Guernsey, Holstein, and Red & White
Farm: We milk around 40 cows. Raise all our heifers and have a small beef herd. Between hay ground and crops we have 350 acres.
Favorite Memory: Winning Supreme Champion with Jazzy and this year Jazzy's granddaughter winning Res. Supreme heifer.



Golden Ozark Guernseys

Cindy, Gwen, and Blake Wilson
Years Exhibiting: 35 years
Breed: Guernseys
Farm: No longer milk, but raise heifers and they are later milked at Dixons.
Favorite Memory: Duane Kaiser decided to sit in a white plastic lawn chair. He immediately fell backwards and broke the chair! Since that day he refuses to sit in plastic chairs. Another favorite memory is the year parents dropped them off and they spent the whole week by themselves at the fair!



Toecky Registered Holsteins

Tom, Becky, Crissy; Gus, Marriana and Warren Durst; Candy, Juddson, Jase and Lane Heppard.
Years Exhibiting: Over 30 Years
Breed: Holsteins
Farm: Have a 500 acre farm where they Milk 120 Registered Holsteins, raise all of their own replacement heifers and farm about 250 acres of crops.
Favorite Memory: In 2021 they won Grand Champion Holstein for the first time! Toecky Pety Anna-Dice VG 87 won the futurity before going on to be Intermediate Champion and Grand Champion. To win Grand was a huge surprise and was an amazing feeling they will never forget!



Burk Farms

Years Exhibiting: 30+ years
Breeds: Jerseys
Current Exhibitors: Mike, Kyle, Tori, Jaycee, Cooper, and Addie.
Favorite Memory: When we started showing as kids, Bob and I couldn't drive yet, so Mom and Dad would take us, help us get set up, and then head back home. After that, it was up to us to do all the work and get the cattle ready. Dad always came on show day, and Mom would bring a sack lunch, usually something she'd grown herself, along with her fried chicken.



Stil Dreamn Dairy

Brett, Jessica (Gatton), Diesel, Keith, Katie Dixon and Whitney Yerina
Years Exhibiting: 30 years-1996 Jessica and Veronica made their first trip to the state fair.
Breeds: Ayrshire and Guernsey, previously Holstein and Ayrshire
Farm: Joined forces with Dix-Lee in 2022, operate an intensive grazing dairy in Conway. Young stock are housed in Phillipsburg. Built an on-farm processing facility in Oct. 2025. Stil Dreamn Creamery now has almost 50 retail locations and specializes in 100% A2A2 products.
Favorite Memory: This year, Diesel won is first state fair trophy receiving Supreme Champion of the Junior show with B&O Stil Dreamn JD Victorious. Another memorable trip is in 2010 when Brett, Jessica, and Veronica took 30 head, 26 of which were milk cows. This was Veronica's last state fair as she passed just 6 weeks late.



Voskamp Farms

Betty; Calvin and Reagan; Adam, Ashlee, and Judd; Bret and Roper Voskamp, and Shauna Jones
Years Exhibiting: 29 Years
Breeds: Jerseys, Holsteins, Milking Shorthorn
Farm: Sold milk cows, kept show heifers, milk cows milked at Parrigons
Favorite Memory: In 2001, they had a "really nice" Holstein string. They received Reserve Intermediate Champion in the open show and Grand in the Jr Show. Holstein show has always been very competitive, so to receive these titles was a good memory and a great honor! Another important title to them is in 2024, they won Supreme Heifer in the Jr show and the Mike Wilson Best Bred and Owned Award.

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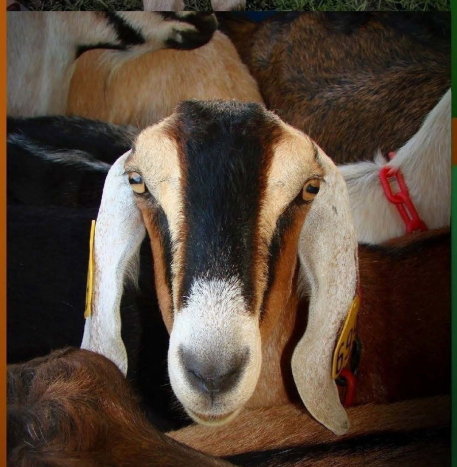

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MISSOURI STATE FAIR OPEN HOLSTEIN SHOW

JUDGE: MAX BOLLENBACHER

* Denotes Junior Placing

Spring Heifer Calf
1 Wrightvale A Luscious-Red, Wrightvale
2 C-Hill-Top Drop N Hot Maxi- Red
Crystal Chamberlain
3 3-D Tango Thursday-Red, Aries Derby

Winter Heifer Calf
1 C-OF-O LC Alibi, College of the Ozarks
2*1 MS Showbox SDKCK Brisk-ET
Kason Wilson
3 Groves-Vu Hantastic December
Wrightvale
4*2 Groves-Vu Acute Angel Red
Brantley Keltner
5*3 Blue-Roots Amen-PP Tazzle, Lily Bluel
6*4 Penn-Dream Barbie 67 RC PO
Nora Penn
7*5 C-of-O Artist Splish, Reagan James
8 Blue-Roots Amen-PP Tornado-PO
Lily Bluel
9 C-OF-O Salute America-ET
College of the Ozarks
10*6 Parrdari Exclusive 1029-Red
Emma Parrigon
11 3-D Jordy Saturday-Red, Aries Derby
12*7 Char-Land Flash Silmaril, Case Melzer

Fall Heifer Calf
1 Petitclerc Ambros Breezy-ET, Wrightvale
2*1 Newalta Machine Celine, Kason Wilson
3 C-OF-O Master Accolade-ET
College of the Ozarks
4*2 Mi-Will Gem Advancer Design
Colton Kleiboeker
5 Ms Wrightvale Hot N Herre-Red-ET
Wrightvale
6 3-D Warrior Toot Toot, Aries Derby

Summer Yearling Heifer
1 ST-Mil Sully Danalite RC, Trent Miller
2 Sonnenbrook Banner -ET
Kailey Sue Hanson
3 C-OF-O Summerfest Tammy Ann
College of the Ozarks
4 *1 ViewHaven Spinal Tap 2099
Maria Vedder
5 3-D Warrior Tator-Red, Aries Derby
6*2 Char-Land Stormatic Stormy
David Melzer

Spring Yearling Heifer
1 Legacy-Ranch A Cali-Red-ET
Wrightvale
2 Wrightvale Doorman Luxx-ET
Wrightvale
3*1 HVZ Hulu Arianna, Harper VanZyverden
4 Kurthhaven JLewis Lotto
Crystal Chamberlain
5*2 Keltner Farms Tstruck Adalida
Addilyn Keltner

Winter Yearling Heifer
1 MS Blackjack Luvrgirl-RED-ET
Trent Miller
2*1 Blue-Roots Amen-PP Thelma 10
Lily Bluel
3*2 LUCK-E Charm G Rush Grush RC
Molly Melzer
4*3 Char-Land Luster Aflicka, Case Melzer
5*4 Keltner Farms WR Tishomingo
Brantley Keltner
6 Cal-Denier-I Dpbx Atwood-ET, Larry Wright
7*5 Ram-Elle Warrior Angel-Red
Chase Eilenstine

Fall Yearling Heifer
1*1 Char-Land Denver Sham, Case Melzer

Junior Champion:
Legacy-Ranch A Cali-Red-ET, Spring Yrlg.

Reserve Junior Champion:
MS Blackjack Luvrgirl-Red-ET, Winter Yrlg.

HM Junior Champion:
ST-Mil Sully Danalite RC, Summer Yrlg.

Junior Best 3 Females
1 College of the Ozarks
2 Lily Bluel
3 Wrightvale
4 Aries Derby

Summer Junior 2-Year -Old Cow
1 C-OF-O Summerfest Adventure
College of the Ozarks

Senior 2-Year -Old Cow
1 Wrightvale Random Luck RC
Wrightvale
2*1 Parrdari Network 1016-Red
Emma Parrigon
3 C-OF-O ST Pocahontas Sunny
College of the Ozarks
4*2 LUCK-E Charm DR Donit-Red
Marx Dittmer Jr.

Senior 3-Year -Old Cow
1 ST-Mil Lonnie Auggie, Trent Miller
2*1 Parrdari Eastwood 2232, Emma Parrigon
3 Wrightvale BG Doc Bobsi-TW, Wrightvale
4 Duckett Lambda Hulu- ET, Wrightvale
5 Toecky Homecoming Juanita
Janice Perry
6 C-Of-O HY Phoenis Annie-Red
College of the Ozarks
7 C-OF-O Lambda Bristol
College of the Ozarks

Intermediate Champion:
ST-Mil Lonnie Auggie, Sr 3-Year-Old

Reserve Intermediate Champion:
Parrdari Eastwood 2232, Sr 3

HM Intermediate Champion:
Wrightvale Random Luck RC, Sr 2

4-Year -Old Cow
1 Parrdari Hancock 61
Jared Parrigon

5-Year -Old Cow
1 Wrightvale Summerfest Padma
2 Ms Groves-LJW SF Lilibet,
Wrightvale
3*1 ViewHaven Rager Ripley Red
Maria Vedder
4*2 HY-VIEW Apprentice Ashley
Marx Dittmer Jr.

Aged Cow
1 Wrightvale Looks Like Luck
Wrightvale

Senior Champion:
Wrightvale Summerfest Padma, 5-Year-Old

Reserve Senior Champion:
Wrightvale Looks Like Luck, Aged Cow

HM Senior Champion:
Ms Groves-LJW SF Lilibet, 2nd 5-Year-Old

Grand Champion:
Wrightvale Summerfest Padma, 5-Year-Old

Reserve Grand Champion:
ST-Mil Lonnie Auggie, Sr 3-Year-Old

Honorable Mention Grand Champion:
Wrightvale Looks Like Luck, Aged

Daughter-Dam
1 *1 Maria Vedder

Senior Best 3 Females
1 Wrightvale
2 College of the Ozarks

Dairy Herd
1 Wrightvale
2 College of the Ozarks

Breeders Herd
1 Wrightvale
2 College of the Ozarks

Exhibitors Herd
1 Wrightvale
2 College of the Ozarks

Premier Exhibitor
Wrightvale

Premier Breeder
Wrightvale

MIKE WILSON MEMORIAL AWARD

Supreme Bred and Owned Award
Open Show:
Heifer: Ridge View Auto JazzaMoo, Ridge View Farm
Cow: Kar-Ayr Reynolds Chocolate Chunk, Emma Coleman

Junior Show:
Heifer: VZ/WL CC Petunia, Harper VanZyverden
Cow: Stil Dreamn JD Victorious, Diesel Dixon
















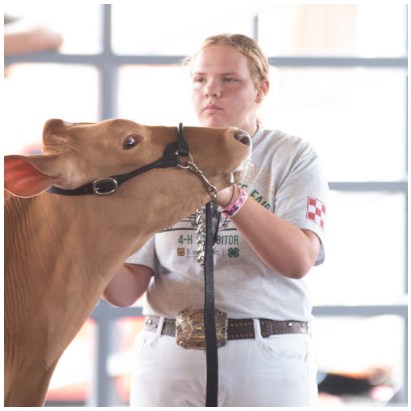









Photos taken by Jenna Wilson

Missouri State Fair

HOLSTEIN FUTURITY MISSOURI STATE FAIR

OPEN & YOUTH SHOW CHAMPIONS

Open Show

All Other Breeds
Grand Champion
Kar-Ayr Reynolds Chocolate Chunk, Emma Coleman
Junior Champion
Ridge View Auto JazzaMoo, Ridge View Farm

Brown Swiss
Grand Champion
ST-Mill Daredevil Tyne, Trent & Stephanie Miller
Junior Champion
Diehls Powerball Hazel, Raelynn Galbraith

Guernsey
Grand Champion
Stil Dreamn JD Victorious, Diesel Dixon
Junior Champion
Coulee Crest Vernon Savanah-ETV, Nora Penn

Jersey
Grand Champion
MM VIP Frappe-ET, Jaycee Burke
Junior Champion
Fallenleaf Gravity Princess Vespa, Ken & Karla Deaver

Junior Show

All Other Breeds
Grand Champion
Kar-Ayr Reynolds Chocolate Chunk, Emma Coleman
Junior Champion
Kar-Ayr Charisma Dorito, Emma Coleman

Brown Swiss
Grand Champion
Odyssey Elisium Addie, Adeline Dickerson
Junior Champion
St-Mill Daredevil Alani, Harper VanZyverden

Guernsey
Grand Champion
Stil Dreamn JD Victorious, Diesel Dixon
Junior Champion
Knapps Torpedo Bank-ETV, Jesse Davis

Holstein
Grand Champion
Parrdari Eastwood 20232, Emma Parrigon
Junior Champion
Groves-Vu Acute Angel-Red, Brantley Keltner

Jersey
Grand Champion
MM-T Pockets Shiloh-ET, Jaycee Burk
Junior Champion
VZ/WL CC Petunia, Harper VanZyverden

OEF Results will be posted in the next Pulsator. We were unable to get results in a timely manner from OEF.



Winners of 3yr. old Futurity (L to R):
3rd C-OF-O Lambda Bristol
College of the Ozarks

2nd Toecky Homecoming Juanita
Janice Perry

1st ST-Mil Lonnie Auggie, Trent Miller



1st Place Production
C-OF-O Lambda Bristol
College of the Ozarks

Holstein Futurity 2026
Judge: Max Bollenbacher, Argos, Indiana
Total Original Entries: 63 head, 12 breeders;
Total Pot $1575.00
2028 Futurity entries will be due Feb. 1, 2027, so be sure to enter-Watch Dec. Pulsator for details





Supreme Heifer – Holstein
Legacy-Ranch A Cali-Red-ET, Wrightvale
Reserve Supreme Heifer-Aryshire
Ridge View Auto JazzaMoo, Ridge View Farm

Supreme Cow– Aryshire
Kar-Ayr Reynolds Chocolate Chunk, Emma Coleman
Reserve Supreme Cow-Jersey
MM VIP Frappe-ET, Jaycee Burke





Junior Show
Supreme Heifer – Brown Swiss
St-Mill Daredevil Alani, Harper VanZyverden
Reserve Supreme Heifer – Jersey
VZ/WL CC Petunia, Harper VanZyverden

Junior Show
Supreme Champion -Guernsey
Stil Dreamn JD Victorious, Diesel Dixon
Reserve Supreme Champion -Ayrshire
Kar-Ayr Reynolds Chocolate Chunk, Emma Coleman

photos can be found at https://jennawilsonphotography.pixieset.com/

POLICY CORNER

The Farm Bill has had a long and winding journey, with this latest stop at the Senate Agriculture Committee markup hearing held on August 6th. Kentucky Senator Mitch McConnell's absence created a conundrum for the Committee Chair Senator John Boozman (R-AR) as Republicans only had a one seat majority, meaning that in order for the bill to be passed out of committee onto the Senate floor, it needed Democratic votes as is historically the case in the Farm Bill process. But the Democrats took issue with the Republican proposal to shift the majority of the cost burden of administering the SNAP program to the states instead of it mostly being paid by the federal government. So the Republicans met with the Trump Administration, and were able to negotiate a 1-year delay in the transfer of the cost-share burden, which was not enough for the Democrats, as they were asking for a 2-year delay. This chasm only seemed to widen as the markup continued, with voices being raised, and the Republicans voting against all of the Democrat proposed amendments to the bill.

After three hours of debate and amendment votes, the committee took the final vote of passage onto the Senate floor. The vote failed as the final tally was 11 ayes and 11 nays. Instead of adjourning the committee, Chair Boozman recessed the committee indefinitely, so whenever Republicans are able to secure the votes to vote the bill out of committee, he can summon them back at any time. As the bill has not yet been passed, there are not any dairy related items to discuss yet, but whenever that happens, we will keep you apprised.

-Blake Wright, Account Executive
Pyle & Associates, Washington, D.C.

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STINE

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AGRIMAXX high performance wheat

Outcross Embryo Opportunities



Lilly-Red

Butlerview H Horizon-Red-ET
Hulu x VG Altitude x Lilly-Red
Premium Apple Crisp Lilly-Red EX-95-2E
5-03 2 360 43,320 3.6 1573 3.0 1313
All-American R&W Aged Cow 2025
All-American & All-Canadian
R&W 5-Yr-Old 2024
Horizon is Lilly's oldest granddaughter
Embryos available by REASON & ROYAL



Horizon



Hati

JA-Bob Rubels Hati P SL-ET VG-88
POLLED & SLICK Genes
Hati is one of the highest scored cows in the world to carry Slick, Red & Polled genes with outstanding production!
4-01 3 305 35,110 2.9 1030 3.0 1056
Back to Sky-Hi Mars Helen 4E92 GMD DOM
Due in October
Inquiries about future IVF sessions welcome.

North Border Holsteins

Lamar & Brenda Oberholtzer
660-341-3532
10568 State Hwy 15, Memphis, MO
Email: farmerlamar1999@gmail.com

THE STARS ARE Shining



Missouri 2026 Cow of the Year

ST-Mil Lonnie Auggie

1st Senior 3 Year Old MSF
Intermediate Champion MSF
Reserve Grand Champion MSF
MO 3 Year Old Futurity Winner

Brown Swiss:

ST-Mill Daredevil Tyne
1st 5 year old
Sr. Champ. & Grand Champ. for the third year in a row MSF

ST-Mill Tstruck Tate
1st Jr. 3 at MSF Open Show
Intermediate Champ. & Res, Grand Champ. MSF

ST-Mill Daredevil Alani
1st Spring Yearling,(OEF & MSF), Open and Jr. Show (leased by: Harper VanZyverden)
Res. Junior Champ. Open show (OEF & MSF)
Junior Champ. Jr. Show (OEF & MSF)
Supreme Junior Champ. of the Jr. Show (OEF & MSF)

Premier Exhibitor and Breeder at MSF which is also the Brown Swiss State Show

Holsteins:

ST-Mil Sully Danalite
1st Summer Yrlg. Open Show (OEF & MSF)
HM Junior Champion MSF
Junior Champ. OEF
Supreme Junior Champ. OEF

MS Blackjack Luvrgirl-ET-Red
1st Winter Yearling OEF and MSF
Reserve Junior Champion MSF

We cannot thank our crew enough!

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ST-Mil
Registered Brown Swiss & Holsteins

Trent & Stephanie
Nolan, Cam, & Larsyn
Walnut Grove, Missouri
Trent Miller: (417) 818-0966
Stephanie Miller: (417) 840-4924



Tyne & Tate



Alani

August BACKDROPS

CALI reigns Supreme



Legacy-Ranch A *Cali* -Red-ET
Supreme Heifer Missouri State Fair 2026
1st Spring Yearling, Junior & Supreme Champion
Alpha x Jordy x 2E-93 Leverage Chevron
Purchased at the California Convention Sale
Owned with Rick King

Padma is Grand



Wrightvale Summerfest *Padma* VG-88
Grand Champion MO State Fair 2026
1st 5-Yr-Old & 1st Time ever shown.
Summerfest has been a proven sire in our herd.

If you have any SUMMERFEST conventional or sexed semen available to sell please contact Larry.

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Verona, Missouri | 417-300-4835 | leroyw@mowisp.net

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Missouri 2026 Cow of the Year

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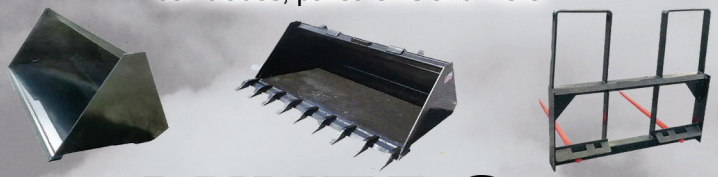



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- ***Teams:*** As a team, we compete in Dairy Challenge, as well as other contests together.

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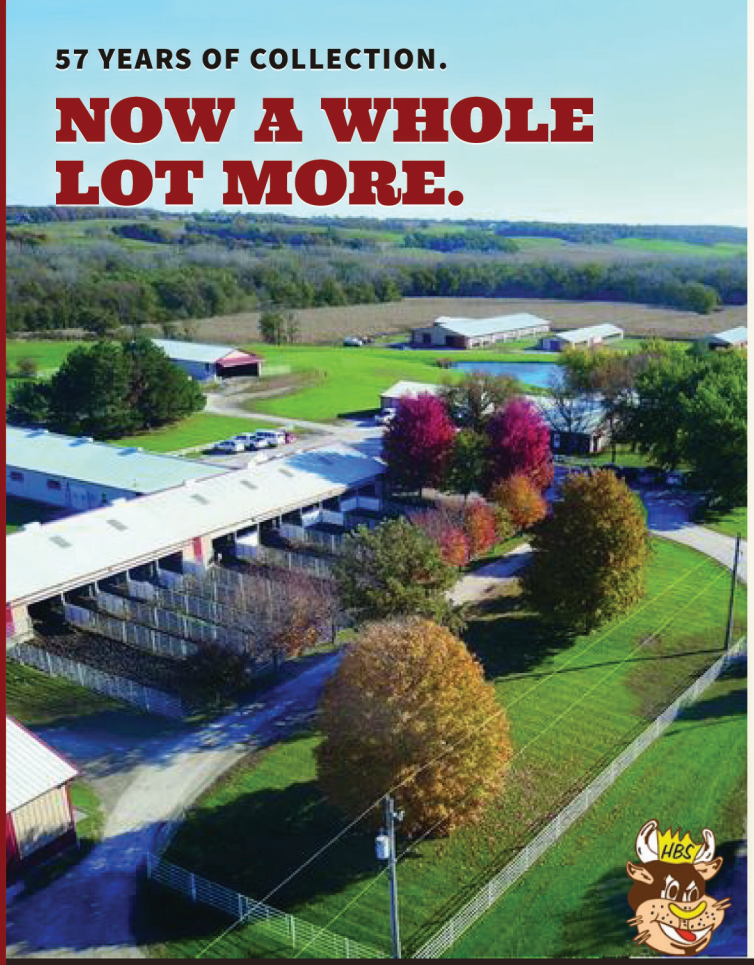

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